



Carrington Health Centers'
Healthy Communities Coalition
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FOR IMMEDIATE RELEASE

October 18, 2011

Carrington Public Schools are coming together in celebration of Red Ribbon Week

Carrington, N.D. – Carrington Public Schools are participating in Red Ribbon Week, October 22-30, 2011. Red Ribbon Week is the nation's longest running drug prevention program, reaching millions of Americans during the last full week of October every year.

Throughout the week, Carrington Elementary School staff and Sources of Strength students will be promoting Red Ribbon Week in all the elementary classrooms. The Sources of Strength students will be reading the book "How Full is Your Bucket for Kids" and completing an activity with grades first through fourth. In grades fifth and sixth, they will provide information on what the Sources of Strength group is through various activities.

The Sources of Strength students have created a Red Ribbon Week Public Service Announcement (PSA) to be played over the radio throughout the week. The group is also encouraging all businesses to hang up Red Ribbon Week "Live Your NO" posters in their entry way that they will be delivering.

Elementary students will be completing a "Live Your NO" activity book. The "Live Your NO" campaign is meant to encourage youth to find their passion; this will help them to make healthy, positive choices in the future. Along with the activity books, all classrooms will complete an "I Live My NO By..." poster paper. School staff are encouraging each student to draw a picture or write words that describe what healthy activities they participate in, and will be displayed in the school hallways.

Wednesday, October 26th is 'Wear RED Day'. All students are encouraged to wear a red t-shirt to commemorate Red Ribbon Week. At 2:00 p.m., all students will create an aerial-view of the word "NO" on the playground to support their Red Ribbon Week activities.*

Red Ribbon Week provides an opportunity for individuals and communities to unite and take a visible stand against alcohol and drug abuse in our community. It is a great opportunity for parents to communicate with their children and be involved in their lives. Parents are the most influential factor in a child's life.

The majority of community members (93 percent) believe preventing alcohol and drug use among youth is important and 92 percent believe it is possible to reduce alcohol and drug problems through prevention (CRS, 2008; Frontier, Region VI).

The North Dakota Department of Human Services' Division of Mental Health and Substance Abuse Services created a Red Ribbon Week toolkit to assist schools and communities with local alcohol and other drug prevention efforts. The toolkit provides a list of free resources, ideas, youth activities, planning tools, and media templates to kickoff Red Ribbon Week in the community. To request a hardcopy, contact the Prevention Resource and Media Center (PRMC) at 701-328-8919 or 1-800-642-6744 or view the toolkit online at <http://www.nd.gov/dhs/services/mentalhealth/prevention/education.html>.

For more information on the local Red Ribbon Week activities, contact Joan Copenhaver at 701-652-3136 or joan.copenhaver@sendit.nodak.edu. Visit the Carrington substance abuse prevention Web site at <http://www.nd.gov/dhs/services/mentalhealth/prevention/carrington.html> for more information.

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* The aerial photo on Wednesday will make a great media opportunity.

